

INSTAGRAM MARKETING



How To Run A Successful Instagram Contest To
Grow Your Followers And Make More Sales

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Why An Instagram Contest?

One of my favorite strategies for growing my Instagram following and getting more attention for my business and my products is to run an Instagram contest. If you've been using Instagram for a while, I'm sure you've come across some contests, and you may have been wondering if they work and if they are something you should try. The answer in both cases is YES!

There are three big reasons why you should run an Instagram contest. It helps you grow your reach, showcase your products, and make more sales. Let me quickly run you through each of them and how the contests help.

Grow Your Reach With A Contest

Contests are great for getting attention. If you plan it right, each person entering will help you broaden your reach and invite others to enter as well. I'll show you how to do this a little further down in the report, but keep in mind that one of your biggest goals with any Instagram contest is to get in front of more people and gain more followers.

Showcase Your Products

For most of us, it makes sense to offer a few of our products, services, or whatever it is we are selling as contest prizes. If you don't have your own products (yet), you can offer a gift card as a prize for your contest, but given a choice, why wouldn't you want to showcase your products?

Show them what they can win and share what you have to offer at the same time. Each time you show off the contest prize, you're also sharing your amazing product that happens to be available on your website. It also gives you a chance to point out features and benefits of the prize they can win without sounding too pushy.

Make More Sales With The Help Of A Contest

Not only do you get your products (or whatever it is you're selling) in front of more eyeballs with a contest, you'll also end up with a lot of people who are very interested in what you were offering as a prize but didn't win. By following up with them and possibly giving them a great deal as a consolation prize, you can expect to make quite a few extra sales as a result of each contest.

I hope I have you convinced by now that there are a lot of good reasons why you should run an Instagram contest. Ready to get started? Let's do some planning.

Planning Your Instagram Contest

I'm sure by now you're ready to jump in and launch your first contest. Before you jump in and launch it, I suggest you do a little bit of research and a little bit of planning. Not only will it help you pull off the contest without a hitch, but it will also greatly increase your results.

Start by spying on the competition. Find a few Instagram contests in your niche and observe how they are set up, what is required to enter, how well they perform, and how long the contest is running for. This gives you a lot of great information and some excellent ideas for your own contests.

Jot down your ideas and decide what you want to try this first go around. If you don't have a large Instagram following (yet), consider running your contest for at least a week or two so you have time to build up some steam and hopefully get others to help you promote it. Finding a few friends and fellow marketers to help you share and promote the contest ahead of time is another good idea. Make it part of your plan and preparation. Finding places to notify others about your contest is another good idea. In short, market your contest and start thinking about different ways to do that before you ever launch your first contest.

Start small when it comes to prizes and keep it simple to enter. Following you and tagging a friend or two in a comment is a great place to start. You can, of course, give an extra entry for sharing your contest and tagging you in that post.

Once you have figured out how long you want your contest to run for, what the exact dates and requirements for it are, and what you want to offer as a prize, it's almost time to roll it out.

I find it also helps to come up with a series of posts to put out there during the contest and having the images created ahead of time. If your contest takes off and gets a lot of attention, you'll be busy connecting

with a lot of new followers. You'll also do everything you can to promote the contest and spread its reach far and wide. Having your posts and images prepped ahead of time will give you one less thing to worry about and more time to focus on making this a huge success.

Last but not least, think about creating a dedicated hashtag for your contest. It's going to be another tool to help you reach more people. As others share or mention your content on their Instagram feed, they can include the hashtag. It can also be very helpful for you when the time comes to pick your winners. Having the hashtag makes it quick and easy to find every single post and repost about the contest.

Come up with something meaningful and easy to remember. Then check and make sure that it's not a hashtag that's currently being used. If you can come up with something completely unique, even better.

I know this sounds like a good bit of work, but I think you'll enjoy it. Best of all, it will make the next step even easier, and it ensures that your contest has the best shot of being a huge success. Ready to run the contest? Let's go...

Running Your Instagram Contest

After all this prep work, it's finally time to run your contest. By far your most important task is to post frequent updates, and that starts before the official launch day.

As you're planning and preparing, get your current followers curious by hinting at what's coming. As you get closer to the start of your contest date, tell them when to look for it and give them a few more details about the contest. Showing them what they can win is an excellent way to start showcasing your products while getting them excited and ready to participate once the contest starts.

Be available during the contest to answer questions and of course keep posting daily to remind followers to enter. It's up to you if you let people enter daily, or only once. In either case, if you can find a way to encourage your existing followers to share your contest multiple times over the course of the contest, the better your chance of reaching a significant portion of their followers.

Build up as much steam as you can. This means emailing your subscribers and customers and encouraging them to follow you on Instagram and share the contest details. It means sharing it on all other social media platforms and getting people into your Instagram funnel.

Get in touch with other Instagram marketers and see if you can find a way to get them to share your contest. Offer to do the same in return for them during their next contest. Hustle and get the word out far and wide.

Whatever you do, don't forget to follow up both during the contest and after. The post where you announce the winner of the contest will likely get a lot of attention. Use that to your advantage by sharing a special coupon code as a consolation prize for everyone who didn't win. This alone can generate quite a few extra sales for you and move people from Instagram followers to paying customers.

Get to work and get that first Instagram contest under your belt. If you follow the advice outlined here, I'm sure you'll start to see results. Don't stop there though. This is a strategy you can continue to use regularly. Don't stop at just one contest. Make it something you regularly do. How often you run a contest is up to you. You can do it once a year, once a quarter, or even once a month. I don't suggest doing it any more frequently than that, or your followers will start to get tired of it.

The best part is as your Instagram following starts to grow, your contests will become better and better. If you're starting out with ten people who enter and tag two friends each, you'll initially reach 20 new people, and hopefully, it will grow from there. If you have 1,000 Instagram followers who enter your next contest and tag two friends each, you reach 20,000 people and then watch it spread from there. You can see how you'll be able to reach more and more people with these contests as your Instagram followers and contest participants start to grow.